Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

A3385-324

November 17, 1989

SUPPLEMENT TO ABC DAILY NEWSPAPER FAS-FAX CANADA

Circulation Averages for period ended September 30, 1989

This supplement provides circulation data on publications that filed their regular September 30, 1989 Publisher's Statement subsequent to preparations of FAS-FAX report.

Also, corrections to data shown in the original report have been included in the supplement. Figures underlined indicate corrections.

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

NOVA SCOTIA		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/89	TOTAL CIRCULATION AS OF 9/30/88
AMHERST (CUMBERLAND CO.)			3,600			11,500			15,100			
NEWS	M (M-F)			2,438	67.72		1,339	11.64		3,777	3,864	3,988
CITIZEN	SAT			2,974	82.61		2,993	26.03		5,967	6,709	6,949
PRINCE EDWARD ISLAND												
SUMMERSIDE (PRINCE CO.)			4,600			11,000			15,600			
JOURNAL-PIONEER	E			3,967	86.24		6,507	59.15		10,474	11,647	11,331
NEW BRUNSWICK												
CARAQUET (GLOUCESTER CO.)			14,000#			13,400			27,400			
L'ACADIE NOUVELLE	M (M-F)		#	7,621	54.44		1,644	12.27		9,265	10,591	9,303
QUEBEC												
CHICOUTIMI (CHICOUTIMI CO.)			21,700			43,400			65,100			
LE QUOTIDIEN	M			9,738	44.88		15,148	34.90		24,886	31,385	30,806
ONTARIO												
LONDON (MIDDLESEX CO.)			156,600			133,300			289,900			
FREE PRESS	M	C		64,593	41.25		19,590	14.70		84,183	124,151	125,233
ST. CATHARINES (NIAGARA RM)			50,500			16,900			67,400			
STANDARD	E			34,553	68.42		6,406	37.91		40,959	43,286	42,572
SARNIA (LAMBTON CO.)			29,900			15,700			45,600			
OBSERVER	E	C		19,837	66.34		4,237	26.99		24,074	24,175	24,096
SUDBURY (SUDBURY RM)			54,900#			9,500			64,400			
STAR	E	P	#	25,543	46.53		2,378	25.03		27,921	28,686	27,981

@CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"P" Provides ABC Audited Postal Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ONTARIO	SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/89	TOTAL CIRCULATION AS OF 9/30/88
THUNDER BAY (THUNDER BAY DIST.)		41,700			16,165			57,865			
TIMES-NEWS, CHRONICLE-JOURNAL	CMB DLY C		31,737	76.11		5,424	33.55		37,161	38,464*	37,436*
TIMES-NEWS	M C		2,469	5.92		4,882	30.20		7,351	8,485*	8,264*
CHRONICLE-JOURNAL	E C		29,268	70.19		542	3.35		29,810	29,979*	29,172*
MANITOBA											
PORTAGE LA PRAIRIE (CEN. DIV. 9)		5,000			3,800			8,800			
GRAPHIC	E		4,124	82.48		281	7.39		4,405	4,486*	4,622*
SASKATCHEWAN											
PRINCE ALBERT (CEN. DIV. 15)		12,500			9,100			21,600			
HERALD	E		7,790	62.32		1,310	14.40		9,100	9,319	9,075
ALBERTA											
FORT McMURRAY (CEN. DIV. 12)		11,100@						11,100			
TODAY	E (M-TH)	@								5,665*	6,126*
TODAY	FRI E	@								7,469*	7,729*
BRITISH COLUMBIA											
CRANBROOK (EAST KOOTENAY RD)		5,600			6,000			11,600			
TOWNSMAN	E (M-F)		3,833	68.45		150	2.50		3,983	4,077	4,078
FORT ST. JOHN (PEACE RIVER-LIARD RD)		4,800			2,100			6,900			
ALASKA HIGHWAY NEWS	E (M-F)		2,357	49.10		595	28.33		2,952	3,037	3,159
PRINCE RUPERT (SKEENA-QUEEN CHARLOTTE RD)		5,600			1,700			7,300			
NEWS	E (M-F)		3,437	61.38		236	13.88		3,673	3,743	3,806

@CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"P" Provides ABC Audited Postal Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

FAS-FAX

Canadian Newspapers

Circulation averages for six months ended March 31, 1990

Daily Newspapers

Preliminary figures subject to audits as filed with the Audit Bureau of Circulations.

A 3385-3.2 C1
5/90

INFORMATION FOR THE USERS OF THIS REPORT

ABC Daily Newspaper FAS-FAX reports are published semiannually in April and October and include selected data from regular Publisher's Statements as filed with ABC by publisher members. U.S. and Canadian newspaper data are published in separate volumes.

Circulation figures for most newspapers in this FAS-FAX report are six-month averages. In some cases, the annual audit reporting periods do not coincide with the generally used March 31 and September 30 closing dates and, in these cases, the figures are three-month averages (see note on symbols). Publisher's Statement Not Filed By Press Time indicates that the publisher has not filed their statement prior to the closing date of this issue of FAS-FAX.

As in the case of all data filed with ABC, the data are subject to confirmation by regularly scheduled audits. If there is an adjustment of five percent or more between the publisher's figures and the auditor's findings, and/or at the publication's request, the previous year comparison figures shown in FAS-FAX are adjusted to the auditor's findings. When a newspaper in a competitive market is adjusted under this policy, all other newspapers in the market are adjusted to the actual audit (see note on symbols). Additional detailed information for each listed newspaper is contained in its Publisher's Statement and Audit Report.

City and Retail Trading Zones are market areas defined by the Audit Bureau. Newspaper Designated Market is that geographical area which is considered to be the market served by the newspaper. City of Publication indicates circulation is reported by corporate city rather than zones or other optional methods. Detailed descriptions of census units comprising each newspaper's market definitions are contained in the regular Publisher's Statements and Audit Reports.

Occupied Households figures (OH's) used in this report are 1990 ABC estimates. Questions should be directed to Manager, Market Information.

Ratio Circulation/Occupied Households is a mathematical relationship of average paid circulation to occupied households within the designated area.

SYMBOLS

- # Identifies newspaper reporting circulation averages by Newspaper Designated Market. OH's and Ratio Circ/OH's data are applicable to that market designation.
- @ Identifies newspaper reporting circulation averages by City Of Publication. OH's and Ratio Circ/OH's data are applicable to that market designation.
- * Identifies three-month circulation averages (see text above).
- + Identifies adjusted comparison figures (see text above).
- ☆ Denotes change in publishing plan (i.e. Morning to Evening). As such, circulation for each period is reported on separate lines.
- C Participant, ABC Coupon Distribution Verification Service.
- P Provides ABC Audited Postal Code Analysis.

Would you like to receive additional copies of this report or copies of the other newspaper FAS-FAX reports? A limited number of extra copies are available at the Bureau's Schaumburg office at prices quoted below:

FAS-FAX RATES

	MEMBERS	NON-MEMBERS
Canadian Daily Newspaper FAS-FAX	7.50	$22.50
U.S. Daily Newspaper FAS-FAX	25.00	75.00
U.S. and Canadian Weekly Newspaper FAS-FAX	7.50	22.50
Newspaper FAS-FAX Diskettes	55.00	

Copyright ©1990 by Audit Bureau of Circulations. All rights reserved except that permission is hereby granted to reproduce excerpts if following credit line is included.

Source: Audit Bureau of Circulations' FAS-FAX Report - March 31, 1990.

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

NEWFOUNDLAND	SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/90	TOTAL CIRCULATION AS OF 3/31/89
CORNER BROOK (CEN. DIV. 5)		7,200			15,900			23,100			
WESTERN STAR	E		5,394	74.92		5,132	32.28		10,526	11,236	11,355
ST. JOHN'S (CEN. DIV. 1)		30,500			77,400			107,900			
TELEGRAM	E (M-F)		21,554	70.67		17,916	23.15		39,470	40,498	40,105
TELEGRAM	WKND		24,784	81.26		30,683	39.64		55,467	57,982	57,262
TELEGRAM	SUN		18,662	61.19		17,477	22.58		36,139	37,163☆	
NOVA SCOTIA											
AMHERST (CUMBERLAND CO.)		3,900			12,200			16,100			
NEWS	M (M-F)	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
CITIZEN	SAT	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
HALIFAX (HALIFAX CO.)		260,000#						260,000			
CHRONICLE-HERALD, MAIL STAR	CMB DLY P	#	134,687	51.80					134,687	146,786	149,638
CHRONICLE-HERALD	M P	#	76,401	29.39					76,401	88,348	89,884
MAIL-STAR	E P	#	58,286	22.42					58,286	58,438	59,754
HALIFAX (HALIFAX CO.)		113,500#						113,500			
NEWS	M (M-F)	#	22,125	19.49					22,125	24,828	23,473
NEWS	SAT M	#	20,763	18.29					20,763	23,371☆	
NEWS	SUN	#	27,092	23.87					27,092	32,826	29,553
NEW GLASGOW (PICTOU CO.)		8,100			7,800			15,900			
NEWS	E		6,895	85.12		4,159	53.32		11,054	11,620	11,164
SYDNEY (CAPE BRETON CO.)		12,600			30,600			43,200			
CAPE BRETON POST	E		11,680	92.70		18,676	61.03		30,356	31,754	31,791
TRURO (COLCHESTER CO.)		7,500			9,000			16,500			
NEWS	E		5,486	73.15		3,778	41.98		9,264	9,437	9,180
PRINCE EDWARD ISLAND											
CHARLOTTETOWN (QUEENS CO.)		9,300			19,500			28,800			
GUARDIAN, PATRIOT	CMB DLY		10,969	117.95		10,887	55.83		21,856	24,592	24,191
GUARDIAN	M		7,497	80.61		8,993	46.12		16,490	19,177	18,773
PATRIOT	E		3,472	37.33		1,894	9.71		5,366	5,415	5,418

«CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"P" Provides ABC Audited Postal Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/90	TOTAL CIRCULATION AS OF 3/31/89
PRINCE EDWARD ISLAND												
SUMMERSIDE (PRINCE CO.)			4,800			11,400			16,200			
JOURNAL-PIONEER	E			3,985	83.02		6,318	55.42		10,303	11,401	11,644
NEW BRUNSWICK												
CARAQUET (GLOUCESTER CO.)			14,200#			13,600			27,800			
L'ACADIE NOUVELLE	M (M-F)		#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FREDERICTON (YORK CO.)			18,600			23,800			42,400			
GLEANER	E			17,209	92.52		11,625	48.84		28,834	30,196	29,402
MONCTON (WESTMORLAND CO.)			28,700			74,800			103,500			
TIMES-TRANSCRIPT	E (M-F)	P,C		24,257	84.52		17,411	23.28		41,668	44,016	44,200
TIMES-TRANSCRIPT	SAT	P,C		28,721	100.07		22,015	29.43		50,736	53,661	53,345
ST. JOHN (ST. JOHN CO.)			29,400			217,300			246,700			
TELEGRAPH-JOURNAL, TIMES-GLOBE	CMB DLY			24,875	84.61		39,148	18.02		64,023	64,558	63,602
TELEGRAPH-JOURNAL	M (M-F)			3,274	11.14		27,397	12.61		30,671	31,040	30,423
TIMES-GLOBE	E (M-F)			21,601	73.47		11,751	5.41		33,352	33,518	33,179
TELEGRAPH-JOURNAL	SAT M			21,822	74.22		40,174	18.49		61,996	62,609	60,920
QUEBEC												
CHICOUTIMI (CHICOUTIMI CO.)			23,100			45,700			68,800			
LE QUOTIDIEN	M			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
PROGRES-DIMANCHE	SUN			14,180	61.39		23,693	51.84		37,873	52,474	50,951
GRANBY (SHEFFORD CO.)			21,800			33,500			55,300			
LA VOIX DE L'EST	M (M-F)			9,615	44.11		6,108	18.23		15,723	16,076	16,384
LA VOIX DE L'EST	SAT M			12,003	55.06		7,188	21.46		19,191	19,543	
MONTREAL (ILE DE MONTREAL CO.)			1,003,900			450,100			1,454,000			
GAZETTE	M (M-F)	C		147,266	14.67		17,493	3.89		164,759	178,423	178,529
GAZETTE	SAT M	C		205,133	20.43		31,921	7.09		237,054	258,323	258,186
GAZETTE	SUN	C		136,334	13.58		18,679	4.15		155,013	167,651	160,206
MONTREAL (ILE DE MONTREAL CO.)			1,311,400#			142,600			1,454,000			
LA PRESSE	M (M-F)	C	#	169,114	12.90		11,467	8.04		180,581	205,291	207,411
LA PRESSE	SAT M	C	#	256,955	19.59		23,091	16.19		280,046	326,876	330,228
LA PRESSE	SUN	C	#	154,101	11.75		12,244	8.59		166,345	190,681	195,033

@ CITY OF PUBLICATION
# NEWSPAPER DESIGNATED MARKET
☆ CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
* AVERAGE FOR 3 MONTHS

"P" Provides ABC Audited Postal Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

QUEBEC		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/90	TOTAL CIRCULATION AS OF 3/31/89
MONTREAL (ILE DE MONTREAL CO.)			1,480,500#			235,600			1,716,100			
LE DEVOIR	M (M-F)		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
LE DEVOIR	SAT M		#		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
LE JOURNAL	M (M-F)		#	276,700	18.69					276,700	321,575	324,234
LE JOURNAL	SAT M		#	304,621	20.58					304,621	358,567	350,274
LE JOURNAL	SUN		#	273,734	18.49					273,734	333,002	338,547
QUEBEC (QUEBEC CO.)			234,600#			46,200			280,800			
LE JOURNAL	M (M-F)		#	63,864	27.22		9,791	21.19		73,655	109,760	107,996
LE JOURNAL	SAT M		#	64,377	27.44		10,946	23.69		75,323	111,533	109,656
LE JOURNAL	SUN		#	57,397	24.47		9,460	20.48		66,857	99,513	98,573
QUEBEC (QUEBEC CO.)			219,600#			59,200			278,800			
LE SOLEIL	M (M-F)	C	#	71,644	32.62		11,836	19.99		83,480	112,822	114,703
LE SOLEIL	SAT M	C	#	99,112	45.13		14,556	24.59		113,668	148,022	146,823
LE SOLEIL	SUN	C	#	60,591	27.59		9,896	16.72		70,487	95,464	95,406
SHERBROOKE (SHERBROOKE CO.)			44,300			68,600			112,900			
LA TRIBUNE	M (M-F)			20,738	46.81		15,163	22.10		35,901	40,178	41,324
LA TRIBUNE	SAT M			25,431	57.41		17,202	25.08		42,633	46,969	47,455
RECORD	M (M-F)			1,750	3.95		2,984	4.35		4,734	6,063	6,122
TROIS RIVIERES (ST. MAURICE CO.)			83,000#						83,000			
LE NOUVELLISTE	M		#	43,790	52.76					43,790	56,934	57,679
ONTARIO												
BARRIE (SIMCOE CO.)			20,500			19,700			40,200			
EXAMINER	E			9,955	48.56		4,285	21.75		14,240	14,399	14,133
BELLEVILLE (HASTINGS CO.)			16,500			33,300			49,800			
INTELLIGENCER	E			11,297	68.47		7,458	22.40		18,755	19,087	18,744
BRAMPTON (PEEL RM)			64,100			9,100			73,200			
TIMES	E (M-F)			7,148	11.15		84	0.92		7,232	7,283	8,666
BRANTFORD (BRANT CO.)			30,100			40,200			70,300			
EXPOSITOR	E	C			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
BROCKVILLE (LEEDS CO.)			9,000			21,600			30,600			
RECORDER AND TIMES	E	C		7,282	80.91		8,414	38.95		15,696	16,396	16,229

ⓒCITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"P" Provides ABC Audited Postal Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ONTARIO		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/90	TOTAL CIRCULATION AS OF 3/31/89
CAMBRIDGE (WATERLOO RM)			29,000			4,900			33,900			
REPORTER	E	C		13,843	47.73		1,079	22.02		14,922	15,176*	14,306*
CHATHAM (KENT CO.)			16,400			13,500			29,900			
NEWS	E	C	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
COBOURG (NORTHUMBERLAND CO.)			5,500			6,600			12,100			
STAR	E (M-F)			3,828	69.60		1,872	28.36.		5,700	5,916	5,819
CORNWALL (STORMONT CO.)			17,300			6,300			23,600			
STANDARD-FREEHOLDER	E			13,380	77.34		3,325	52.78		16,705	18,310	18,062
GUELPH (WELLINGTON CO.)			32,900			9,900			42,800			
MERCURY	E	C		15,975	48.56		2,814	28.42		18,789	19,275*	18,839*
HALTON RM-HAMILTON-WENTWORTH RM			215,400#						215,400			
SPECTATOR (COMBINED)	E	C	#	126,957	58.94					126,957	140,232*	142,125*
SPECTATOR (HAMILTON ED.)	E	C	#	105,468	48.96					105,468	117,398*	118,769*
SPECTATOR (BURLINGTON ED.)	E	C	#	21,489	9.98					21,489	22,834*	23,356*
KENORA (KENORA DIST.)			4,700			4,100			8,800			
MINER AND NEWS	E (M-F)		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
KINGSTON (FRONTENAC CO.)			26,900#			37,800			64,700			
WHIG-STANDARD	E	C	#	32,830	122.04		2,357	6.24		35,187	36,457*	38,709*
KIRKLAND LAKE (TIMISKAMING DIST.)			4,900			9,300			14,200			
NORTHERN NEWS	E			3,319	67.73		2,439	26.23		5,758	5,928	6,058
KITCHENER-WATERLOO (WATERLOO RM)			86,100			43,900			130,000			
RECORD	E	P,C		53,385	62.00		17,600	40.09		70,985	81,702*	80,648*
LINDSAY (VICTORIA CO.)			6,700			18,000			24,700			
POST	E (M-F)			5,025	75.00		926	5.14		5,951	6,072	5,903
POST	WKLY			136	2.03		3,908	21.71		4,044	5,442	5,928
LONDON (MIDDLESEX CO.)			113,600			46,100			159,700			
FREE PRESS	M	C	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
NIAGARA FALLS (NIAGARA RM)			28,100			9,000			37,100			
REVIEW	E			18,975	67.53		3,558	39.53		22,533	22,867*	21,725*

((CITY OF PUBLICATION
NEWSPAPER DESIGNATED MARKET
☆ CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
* AVERAGE FOR 3 MONTHS

"P" Provides ABC Audited Postal Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ONTARIO		SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/90	TOTAL CIRCULATION AS OF 3/31/89
NORTH BAY (NIPISSING DIST.)				19,800			20,300			40,100			
NUGGET	E	C			14,937	75.44		7,759	38.22		22,696	24,088	24,218
ORILLIA (SIMCOE CO.)				9,600			7,800			17,400			
PACKET & TIMES	E				7,165	74.64		3,428	43.95		10,593	10,887	10,676
OSHAWA-WHITBY (DURHAM RM)				65,800			58,300			124,100			
TIMES	E				18,974	28.84		2,276	3.90		21,250	21,376*	21,941*
OTTAWA (OTTAWA-CARLETON RM)				331,600#						331,600			
	ALL DAY												
CITIZEN	(M-F)	C		#	149,088	44.96					149,088	184,563	191,805
CITIZEN	SAT M	C		#	192,073	57.92					192,073	240,763	244,024
CITIZEN	SUN	C		#	128,938	38.88					128,938	162,260	167,304
OTTAWA (OTTAWA-CARLETON RM)				225,800#						225,800			
	ALL DAY												
SUN	(M-F)			#	28,928	12.81					28,928	32,364	
SUN	SUN			#	31,008	13.73					31,008	37,060	
OTTAWA-HULL													
(OTTAWA-CARLETON RM)				269,800#						269,800			
	ALL DAY												
LE DROIT	(M-F)	C		#	29,759	11.03					29,759	37,285	34,039
LE DROIT	SAT M	C		#	34,805	12.90					34,805	43,098	39,750
OWEN SOUND (GREY CO.)				8,300			36,400			44,700			
SUN TIMES	E				7,529	90.71		14,811	40.69		22,340	23,878	24,228
PEMBROKE (RENFREW CO.)				6,200			11,700			17,900			
OBSERVER	E				4,194	67.65		3,109	26.57		7,303	7,395	7,491
PETERBOROUGH													
(PETERBOROUGH CO.)				25,100			25,800			50,900			
EXAMINER	E				18,931	75.42		8,442	32.72		27,373	28,045*	27,927*
PORT HOPE (NORTHUMBERLAND CO.)				4,300			1,400			5,700			
GUIDE	E (M-F)				3,071	71.42		387	27.64		3,458	3,623	3,590
ST. CATHARINES (NIAGARA RM)				51,800			17,400			69,200			
STANDARD	E				34,615	66.82		6,273	36.05		40,888	43,303*	43,944*
ST. THOMAS (ELGIN CO.)				11,500			8,000			19,500			
TIMES-JOURNAL	E				7,170	62.35		2,668	33.35		9,838	10,005*	9,928*

@CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"P" Provides ABC Audited Postal Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ONTARIO		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/90	TOTAL CIRCULATION AS OF 3/31/89
SARNIA (LAMBTON CO.)			29,800			10,600			40,400			
OBSERVER	E	C		20,050	67.28		4,012	37.85		24,062	24,441	24,429
SAULT STE. MARIE (ALGOMA DIST.)			28,100			5,800			33,900			
STAR	E	C		22,397	79.70		4,366	75.28		26,763	27,212	27,372
SIMCOE (HALDIMAND-NORFOLK RM)			5,500			18,100			23,600			
REFORMER	E (M-F)			4,410	80.18		5,763	31.84		10,173	10,415	9,957
STRATFORD (PERTH CO.)			11,000			12,000			23,000			
BEACON-HERALD	E			8,623	78.39		5,051	42.09		13,674	14,166*	13,272*
SUDBURY (SUDBURY RM)			57,000#			10,500			67,500			
STAR	E	P	#	26,946	47.27		2,110	20.10		29,056	29,829	29,756
THUNDER BAY (THUNDER BAY DIST.)			41,800			20,400			62,200			
TIMES-NEWS, CHRONICLE-JOURNAL	CMB DLY				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIMES-NEWS	M				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
CHRONICLE-JOURNAL	E				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME							
TIMMINS (COCHRANE DIST.)			17,700			5,300			23,000			
PRESS	E			10,770	60.85		1,153	21.75		11,923	13,344	13,911
TORONTO (TORONTO RM)			1,401,800#						1,401,800			
RACING FORM	MON M										1,998	1,991
RACING FORM	M (TU-F)										3,986	3,879
RACING FORM	SAT M										7,167	7,177
RACING FORM	SUN										6,130	6,352
FINANCIAL POST	M (TU-F)										88,840	57,021
FINANCIAL POST	SAT										207,416	229,837
STAR	ALL DAY (M-F)	C	#	416,558	29.72					416,558	523,388	525,939
STAR	SAT	C	#	603,430	43.05					603,430	786,281	803,081
STAR	SUN	C	#	374,491	26.72					374,491	535,342	524,860
TORONTO (TORONTO RM)			1,401,800#						1,401,800			
SUN	M (M-F)	C	#	243,084	17.34					243,084	282,324	296,191
SUN	SAT	C	#	156,386	11.16					156,386	194,096	204,878
SUN	SUN	C	#	393,282	28.06					393,282	468,803	464,798
WELLAND-PORT COLBORNE (NIAGARA RM)			17,600			13,700			31,300			
TRIBUNE	E	C		11,639	66.13		5,953	43.45		17,592	18,024*	17,532*

@ CITY OF PUBLICATION
# NEWSPAPER DESIGNATED MARKET
☆ CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"P" Provides ABC Audited Postal Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ONTARIO		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/90	TOTAL CIRCULATION AS OF 3/31/89
WILLOWDALE (YORK CO.)												
COMMERCIAL NEWS AND CONSTRUCTION RECORD	DLY (M-F)										6,575	6,318
WINDSOR (ESSEX CO.)			86,400			38,500			124,900			
STAR	E	C		63,555	73.56		20,685	53.73		84,240	85,723	86,394
WOODSTOCK (OXFORD CO.)			10,500			11,200			21,700			
SENTINEL-REVIEW	E			6,670	63.52		4,245	37.90		10,915	11,000*	10,708*
MANITOBA												
BRANDON (CEN. DIV. 7)			15,200			20,000			35,200			
SUN	E			11,587	76.23		6,371	31.86		17,958	19,090	19,138
SUN	SUN			10,443	68.70		5,270	26.35		15,713	16,563☆	
PORTAGE LA PRAIRIE (CEN. DIV. 9)			5,500			4,700			10,200			
GRAPHIC	E		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
WINNIPEG (CEN. DIV. 11)			237,800#			46,300			284,100			
FREE PRESS	E (M-F)		#	134,976	56.76		18,401	39.74		153,377	172,191	170,404
FREE PRESS	SAT M		#	172,835	72.68		31,012	66.98		203,847	234,338	234,322
FREE PRESS	SUN		#	118,756	49.94		16,579	35.81		135,335	151,546	150,415
WINNIPEG (CEN. DIV. 11)			235,200#						235,200			
SUN	M (M-F)		#	42,673	18.14					42,673	48,445	49,705
SUN	SUN		#	47,636	20.25					47,636	54,839	56,599
SASKATCHEWAN												
MOOSE JAW (CEN. DIV. 7)			13,700			6,600			20,300			
TIMES-HERALD	E			8,567	62.53		732	11.09		9,299	9,498	9,334
PRINCE ALBERT (CEN. DIV. 15)			12,400			9,000			21,400			
HERALD	E			8,131	65.57		1,287	14.30		9,418	9,655	9,573
REGINA (CEN. DIV. 6)			67,400#			116,500			183,900			
LEADER-POST	E		#	46,556	69.07		25,089	21.54		71,645	72,246	73,619
SASKATOON (CEN. DIV. 11)			71,400#			28,400			99,800			
STAR PHOENIX	ALL DAY	P,C	#	45,253	63.38		8,354	29.42		53,607	66,957	67,137

@ CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"P" Provides ABC Audited Postal Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

ALBERTA	SPECIAL SERVICES		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/90	TOTAL CIRCULATION AS OF 3/31/89
CALGARY (CEN. DIV. 6)			254,200			161,100			415,300			
HERALD	M (M-TH & SAT)	C		115,962	45.62		15,119	9.38		131,081	133,241	135,066
HERALD	FRI M	C		148,091	58.26		20,906	12.98		168,997	170,843	175,636
HERALD	SUN	C		105,409	41.47		13,676	8.49		119,085	120,836	123,394
SUN	M (M-F)			59,459	23.39		11,428	7.09		70,887	72,891	71,166
SUN	SUN			81,310	31.99		16,739	10.39		98,049	100,750	98,381
EDMONTON (CEN. DIV. 11)			256,100			250,800			506,900			
JOURNAL	M (M-TH & SAT)	C		119,392	46.62		42,886	17.10		162,278	165,644	159,075
JOURNAL	FRI M	C		137,799	53.81		56,410	22.49		194,209	197,543	191,421
JOURNAL	SUN	C		113,372	44.27		38,761	15.45		152,133	154,817	145,935
EDMONTON (CEN. DIV. 11)			289,400#						289,400			
SUN	M (M-F)	C	#	66,477	22.97					66,477	85,761	97,303
SUN	SUN	C	#	101,733	35.15					101,733	128,257	131,907
FORT McMURRAY (CEN. DIV. 12)			10,000@						10,000			
TODAY	E (M-TH)		@			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
TODAY	FRI E		@			PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
GRANDE PRAIRIE (CEN. DIV. 15)			9,200			19,400			28,600			
HERALD-TRIBUNE	E (M-TH)					PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
HERALD-TRIBUNE	FRI E					PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
LETHBRIDGE (CEN. DIV. 2)			23,200			29,900			53,100			
HERALD	E			15,427	66.50		9,143	30.58		24,570	25,789	25,783
MEDICINE HAT (CEN. DIV. 1)			16,600			7,700			24,300			
NEWS	E			12,020	72.41		2,020	26.23		14,040	14,207	14,271
RED DEER (CEN. DIV. 8)			21,900			45,900			67,800			
ADVOCATE	E			14,113	64.44		9,059	19.74		23,172	23,310	22,778
BRITISH COLUMBIA												
CRANBROOK (EAST KOOTENAY RD)			5,400			5,800			11,200			
TOWNSMAN	E (M-F)					PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
FORT ST. JOHN (PEACE RIVER-LIARD RD)			4,600			2,100			6,700			
ALASKA HIGHWAY NEWS	E (M-F)					PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						

@ CITY OF PUBLICATION
# NEWSPAPER DESIGNATED MARKET
☆ CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"P" Provides ABC Audited Postal Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

BRITISH COLUMBIA		SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/90	TOTAL CIRCULATION AS OF 3/31/89
KAMLOOPS (THOMPSON-NICOLA RD)			23,400			13,000			36,400			
NEWS	E			17,105	73.10		2,139	16.45		19,244	19,551*	20,370*
KELOWNA (CENTRAL OKANAGAN RD)			25,500			12,800			38,300			
COURIER	E			15,717	61.64		2,776	21.69		18,493	18,767*	17,094*
NANAIMO (NANAIMO RD)			21,900			18,100			40,000			
FREE PRESS	E			9,076	41.44		1,543	8.52		10,619	10,729*	10,082*
NELSON (CENTRAL KOOTENAY RD)			3,600			17,200			20,800			
NEWS	E (M-F)		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
PENTICTON (OKANAGAN-SIMILKAMEEN RD)			12,000			12,400			24,400			
HERALD	E			6,750	56.25		1,563	12.60		8,313	8,472*	8,473*
PORT ALBERNI (ALBERNI-CLAYOQUOT RD)			6,800			4,400			11,200			
VALLEY TIMES	E (M-F)		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
PRINCE GEORGE (FRASER-FORT GEORGE RD)			22,300			19,300			41,600			
CITIZEN	E	C		18,843	84.50		3,169	16.42		22,012	22,363	22,289
PRINCE RUPERT (SKEENA-QUEEN CHARLOTTE RD)			5,600			1,700			7,300			
NEWS	E (M-F)		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
TRAIL (KOOTENAY BOUNDARY RD)			4,000			9,600			13,600			
TIMES	E (M-F)		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
VANCOUVER (GREATER VANCOUVER RD)			392,300			291,600			683,900			
PROVINCE	M (M-F)	C		82,590	21.05		66,628	22.85		149,218	182,374	183,842
PROVINCE	SUN	C		97,679	24.90		83,880	28.77		181,559	225,455	224,336
SUN	E (M-TH)	C		122,347	31.19		67,108	23.01		189,455	207,084	222,287
SUN	FRI E	C		159,584	40.68		88,820	30.46		248,404	271,291	279,108
SUN	SAT E	C		152,727	38.93		88,774	30.44		241,501	273,881	283,951
VERNON (NORTH OKANAGAN RD)			12,300			19,800			32,100			
NEWS	E			6,953	56.53		1,356	6.85		8,309	8,413*	7,727*

«CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET
☆CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
*AVERAGE FOR 3 MONTHS

"P" Provides ABC Audited Postal Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

BRITISH COLUMBIA	SPECIAL SERVICES	CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/OH'S %	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/OH'S %	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 3/31/90	TOTAL CIRCULATION AS OF 3/31/89
VICTORIA (CAPITAL RD)		99,100#			21,700			120,800			
TIMES-COLONIST	M	#	66,243	66.84		11,699	53.91		77,942	81,506	82,349
TIMES-COLONIST	SUN	#	63,792	64.37		11,629	53.59		75,421	79,076	79,687
YUKON TERRITORY											
WHITEHORSE		6,300			4,300			10,600			
STAR	E (M-TH)	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
STAR	FRI E	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									

@ CITY OF PUBLICATION
# NEWSPAPER DESIGNATED MARKET
☆ CHANGE IN PUBLISHING PLAN AND/OR FREQUENCY
* AVERAGE FOR 3 MONTHS

"P" Provides ABC Audited Postal Code Analysis
"C" Participant, ABC Coupon Distribution Verification Service

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATION SUBJECT TO AUDIT

CONSOLIDATED NEWSPAPER GROUP		TOTAL CIRCULATION AS OF 3/31/90	3/31/89
PROBEC 5 LTD.	M	NOT COMPLETE	
PROBEC 5 LTD.	M (M-F)	NOT COMPLETE	
PROBEC 5 LTD.	ALL DAY (M-F)	NOT COMPLETE	
PROBEC 5 LTD.	SAT M	NOT COMPLETE	
PROBEC 5 LTD.	SAT E	NOT COMPLETE	
PROBEC 5 LTD.	SUN	NOT COMPLETE	

Audit Bureau of Circulations
900 North Meacham Road, Schaumburg, Illinois 60173-4968

Member Service Offices:
NEW YORK: 420 Lexington Avenue,
New York, New York 10170-0001

TORONTO: 151 Bloor St., W., Ste. 850
Toronto, Ontario, Canada M5S 1S4